

May 10, 2007

Chief Marketing Officer Updates

- Photography services RFP posting
- 2007 Vermont Days promotion

Educational & Collaborative Opportunities

- The Office of Vermont Health Access (OVHA) marketing opportunity

Chief Marketing Officer Updates

Photography services RFP

Audience: All

The state photography services RFP has been posted!

The intent of the RFP is to contract with a photographer for state photography needs. A contracted photographer could provide services for event coverage, photography shoots, and ultimately building a stock library with photos owned (vs. licensed) by the state. A link to the posted RFP is included below. The scope of services outlined in the RFP has captured needs identified through previous questionnaires and discussions with state departments and marketing staff. Once a contract with a photographer is finalized, agencies and departments will be able to access the contract for scheduling and use of the photographer. Departments who have committed to paying an annual cost share for shared services will be allocated use of the photographer's time proportionate to their cost share amount. All other departments may use the photographer on a fee for service basis. If you are aware of a photographer that may be interested in working with the state please forward the link.

The complete RFP can be accessed at

<http://www.vermontbidsystem.com/BidPreview.aspx?BidID=4652>.

REMINDER: 2007 Vermont Days promotion

Audience: All

The 2007 Vermont Days is being held June 9 and 10 and will continue to include FREE access to state parks day use, state historic sites, and the VT Historical Society Museum. Fishing throughout VT is permitted without a license for June 9th.

This year we are focused on improving awareness and promotion of the two days to increase participation over previous years. If you have a communications outlet (e.g. newsletter, website, e-mail list serve, bulletin board, mailings, etc.) that could help expand our reach to all of Vermont, please help us get the word out. A link to the official Vermont Days website is included below as well as an electronic flyer listing events for distribution. If you have any questions or suggestions please contact Kate Westbrook at 828-3367 or kate.westbrook@state.vt.us.

www.vermontdays.vermont.gov



2007-RC-web.pdf
(174 KB)

Educational & Collaborative Opportunities

The Office of Vermont Health Access (OVHA) marketing opportunity

Audience: Marketing

Vermont is hosting the spring session of the National Association of State Medicaid Directors (NASMD) conference on June 11th, 12th, 13th at the Sheraton Hotel in Burlington. The National Association of State Medicaid Directors (NASMD) is a bipartisan, professional, nonprofit organization of representatives of state Medicaid agencies (including the District of Columbia and the territories). Since 1979, NASMD has been affiliated with the American Public Human Services Association (APHSA). The primary purposes of NASMD are: to serve as a focal point of communication between the states and the federal government, and to provide an information network among the states on issues pertinent to the Medicaid program.

The agenda includes topics on State Children's Health Insurance Programs, Presidential and Congressional Outlook for Medicaid, Long-Term Care Partnership Program, and Health Care Reform. Attendees include Governor Douglas, State Medicaid Directors, and their staff. The spring session usually brings in 140 attendees.

The Office of Vermont Health Access (OVHA) would like to include information from different Agencies/Departments/Organizations in a folder that we would distribute through a tote bag. Also, an email will be sent to the attendees ahead of time giving useful links to the surrounding area events.

If you would like more information on NASMD or would like to submit information or products to the tote bag please contact Carla Vecchione at Carla.Vecchione@ahs.state.vt.us or visit www.nasmd.org

To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Westbrook with your name and which agency or department you belong to marketing@state.vt.us.